

ORDER



KSNV

Orders

Order / Rev: 106858
 Alt Order #: 06854595
 Product Desc: HORSFORD ADD
 Estimate: 1838
 Flight Dates: 09/21/12 - 09/24/12
 Original Date / Rev: 09/20/12 / 10/02/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: GMMB, Inc./ Washington D.C.
 Buying Contact: _____
 Billing Contact: _____
Washington Harbor
Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Horsford for Congress *Revised*
 Demographic: A35+
 Product Codes: PLC02
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
 Order Separation: 00:05:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	18	\$14,160.00	\$12,036.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	18	\$14,160.00	\$12,036.00	0.00
Totals	18	\$14,160.00	\$12,036.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	24%	\$14,160.00
Market	100%	\$59,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	33%	\$19,470.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	28%	\$16,520.00
KTUD	1%	\$590.00
KVVU	12%	\$7,080.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$1,180.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/21/12	09/24/12	M-F 5-6a WakeUp w/WagM		5-6a	M---F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/21/12		09/21/12	09/27/12	M---F--			1		\$325.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/21/12	09/24/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	M---F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/12	09/27/12	M---F--					1	\$325.00		0.00			
E 2	KSNV	09/21/12	09/24/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	6-7a	M---F--	:30	1	\$650.00	1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/12	09/27/12	M---F--					1	\$650.00		0.00			
E 3	KSNV	09/22/12	09/22/12	Saturday Today Saturday Today SATURDAY TODAY	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$625.00		0.00			
E 4	KSNV	09/23/12	09/23/12	Sunday Today Sunday Today TODAY ON SUNDAY	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$625.00		0.00			
E 5	KSNV	09/21/12	09/24/12	M-F Today Show III 4th BM Today 4th Hour TODAY SHOW III	CM	10am-11am	M---F--	:30	2	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/12	09/27/12	M---F--					2	\$325.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSNV	09/21/12-09/27/12	M-F Today Show III 4th Hr		10am-11am	M---F--	:30		(\$325.00)		0.00	NM		
				Unresolved											
				[NOT AVAILABLE RATE] NOT AVAILABLE RATE											
E 6	KSNV	09/21/12	09/24/12	Rachael Ray Rachael Ray RACHEL RAY	CM	11am-12pm	M---F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/12	09/27/12	M---F--					1	\$325.00		0.00			
E 7	KSNV	09/21/12	09/24/12	Noon News Noon News NEWS 3 AT NOON	CM	12-1230pm	M---F--	:30	1	\$425.00	1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/12	09/27/12	M---F--					1	\$425.00		0.00			
E 8	KSNV	09/21/12	09/24/12	The Agenda 1230pm The Agenda 1230pm NEWS 4: THE AGENDA	CM	1230-1p	M---F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/12	09/27/12	M---F--					1	\$325.00		0.00			
E 9	KSNV	09/21/12	09/24/12	The Doctors The Doctors THE DOCTORS	CM	2pm-3pm	M---F--	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/12	09/27/12	M---F--					1	\$325.00		0.00			
E 10	KSNV	09/21/12	09/24/12	Dr. Phil Dr Phil DR. PHIL	CM	3-4p	M---F--	:30	1	\$450.00	1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/21/12	09/27/12	M---F--					1	\$450.00		0.00			
E 11	KSNV	09/22/12	09/22/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel WHEEL OF FORTUNE	CM	630-730pm	-----S-	:30	2	\$500.00	1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					2	\$500.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	KSNV	09/22/12	09/22/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	2	\$500.00	1	0.00	NM	0	\$0.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	2		\$500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/17/12-09/23/12		Weekend Jeopardy/Wheel		630-730pm	-----Sa--	:30		(\$500.00)		0.00	NM		
Unresolved															
[pgm chg = jeopardy or wheel in prime]															
2	KSNV	09/17/12-09/23/12		Weekend Jeopardy/Wheel		630-730pm	-----Sa--	:30		(\$500.00)		0.00	NM		
Unresolved															
[pgm chg = jeopardy or wheel in prime]															
E 12	KSNV	09/24/12	09/24/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$4,000.00		0.00						
E 13	KSNV	09/22/12	09/22/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$1,100.00		0.00						
E 14	KSNV	09/21/12	09/24/12	Mad Money AN Mad Money AN	CM	3:00-4:00am	M---F--	:30	1	\$30.00	4	0.00	NM	1	\$30.00
MAD \$															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/21/12	09/27/12	M---F--	1		\$30.00		0.00						
E 15	KSNV	09/21/12	09/24/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	M---F--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
WH/JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/21/12	09/27/12	M---F--	2		\$1,000.00		0.00						
E 16	KSNV	09/23/12	09/23/12	Dateline AN Dateline NBC AN	CM	12-3am	-----S	:30	1	\$30.00	4	0.00	NM	1	\$30.00
DLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$30.00		0.00						
E 17	KSNV	09/23/12	09/23/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	-----S	:30	1	\$200.00	1	0.00	NM	1	\$200.00
EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$200.00		0.00						
E 18	KSNV	09/23/12	09/23/12	NFL Pre-Game / FNA NFL Pre-Game	CM	1p-530pm	-----S	:30	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
FNIA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$2,400.00		0.00						
													Totals	18	\$14,160.00